

IMPACT OF CUSTOMER SATISFACTION TOWARDS PONDS SKIN CARE PRODUCT IN PERAMBALUR TOWN

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ABSTRACT:

This study attempts to investigate the factors that influence the purchase intention of female customers towards skin care products special referance with Perambalur town of Tamilnadu. A total of 60 current customers using cosmetics were approached to collect data, by means of questionnaires. They were analyzed utilizing the descriptive research technique. The research has been conducted to know the peoples expectation and satisfaction Towards Ponds Skin Care Product. The difficulties faced by the customers with regard to skin care products availability and quality were also inquired into and there by their overall satisfaction level was studied. This is a descriptive research and mainly primary data is used for the purpose of data collection through questionnaire. It was undertaken to determine the customer opinion and behavior of customers, price, quality, brand name are included in the study. Satisfaction level on ponds skin care products. Spss package program was used to analyze the data.

Kew words:

Behavior Of Customers- Price- Quality- Brand Name -Percentage Analysis-Chi-Square - Suggestions -Recommendations .

INTRODUCTION

“Face is the index of mind” though uttered from times needs some changes since it is not easy to keep your mind and soul always in pace with your face, therefore people need to maintain their outer look smarter and pretty. In today’s

world, buying behavior of customers has entirely changed. They have technical knowledge about products, having alternatives, availability, emerging services from manufacturers and ease of access. Women have an inherent love for beauty. The rapid economic growth, coupled with the huge development of cosmetics industry in contributes to the significant changes of cosmetics consumer behavior. Cosmetics have become a routine tool to make women more presentable. Understanding behaviour of consumers is a key to the success of business. As a huge potential consumer group, understanding of their attitudes and buying behavior towards cosmetics seems to be necessary. The Brandywine has long been a source of historical interest, a high priority for environmental conservation (e.g., by the brand wine valley association, Brandywine conservancy and Delaware water resource agency) and a subject of scientific inquiry (e.g., Pizzuto and Mecklenburg 1989, Davis 2002) The ecology and aggregate impact of ponds within the Brandywine watershed is more fully understood when one also consider the rapid proliferation of constructed ponds during human occupation of the region. For example, nutrient transformation and sediment retention by ponds (see companion document on pond ecology) are a important, if relatively unstudied, nutrient and sediment transport within steam systems, and the aggregate impact of pond profiferation is greatly magnified when trends in abundance are taken into account. The information provided here draws on seminal work Franklin and Marshall College describing

the abundance and ecological impact of mill ponds built during the colonial era (water and Merits 2008). Much of the emphasis relies on research at West Chester University concerning more recent trends in pond abundance and distribution during the last century. The research at West Chester University and preparation of this document were made possible through growing greener grand SE 080021 administered by the Pennsylvania department of environmental protection. The views of the expressed herein are those of the authors, and not necessarily reflect the views of the department of environmental protection.

OBJECTIVES OF THE STUDY

- To study the customer satisfaction towards ponds skin care product
- To identify the factors influencing for the ponds skin care product

SCOPE OF THE STUDY

The scope of the study is to identify and analyze the customer satisfaction towards ponds skin care product. The study will help the organization skin care product to increase the sales of the ponds skin care product and to strengthen the sales promotion strategies

LIMITATION OF THE STUDY

The information given by the respondents are tentative which may change from time to time, The respondents bias may be a limitation for the study

RESEARCH METHODOLOGY RESEARCH MEANING

Research is common parlance refers to a search for knowledge. One can also define as a scientific and systematic search for certain information on a specific topic. In fact research is an art of scientific investigation but some people consider research as movements from

known to unknown. Methodology is defined as “the study of methods by which we gain knowledge, it deals with cognitive processes imposed on research by the problems arising from the nature of its subject matter.

RESEARCH DESIGN

The study is descriptive in nature, since it deals with satisfaction of the customers

SAMPLING SIZE

The sample size chosen for the study is 50 respondents to the ponds skin care product.

TOOLS USED

Simple percentage

Chi-square test

REVIEW OF LITERATURE

Customer repurchase intention is meant to cover or explain the personal judgment regarding the repeat buying of a specific product (Hellier et al., 2003). Amaldoss and Sanjay (2002) agreed with Ling (2009) that consumers do not just attempt to fulfill their inner impulse but also, „social needs such as prestige“. Any consumer retention strategy needs to include the antecedent variable (i.e. perception) to encourage repeat buying intentions and predict the appropriate behavior The act of beautifying physical appearance not only becomes a distinct way to express one's image but also a pattern to show respect to other people (Choi, Kim, & Kim, 2007). An increasing number of female college students started to show strong interest in enhancing their appearance through make-up (Huang, 2003). Tinne (2011) argued that “discount offer, various schemes, promotional activities, retail store offers, display of products, behaviour of sales persons, popularity of products, influence of reference groups, income level of customers and festival seasons,” are

indisputable variables on consumer impulse buying behaviour. Many consumers use price as an indication of the quality of the brand which is an important factor in purchasing decision (Nilson, 1998; Kotler & Armstrong, 1989).

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SIMPLE PERCENTAGE AGE OF THE RESPONDENTS

S.No	Frequency	Percentage	Cumulative
1	Below 20	20	20
2	21-30	20	40
3	31-40	60	100

The above table shows that 20% of the customer belong to age group 21-30, 40% of the customer belong to age group below 20, 20% of the customer belongs to age group 31-40 and 10% of the customer belong to age group above 60%.

FACTORS INFLUENCING THE POND'S SKIN CARE PRODUCT

S.No	Termm	Percentage	Cumulative
1	Quality	20	20
2	Price	18	38
3	Brand awareness	32	70
4	Brand Image	30	100

Interpretation: The above table shows 20% of the customer prefer quality of the product, 18% of the customer prefer price of the product, 32% of the customer prefer brand awareness of the product and 30% of the customer prefer brand image.

CHI-SQUARE TEST

Chi-square test is a non-parametric test and is used most frequently by marketing researchers to test the rightness of hypothesis. Hypothesis is a tentative and declarative statement formulated to be tested describing a relationship between two attributes. Chi-square is symbolically written as tests aiming at determining whether significant differences exist between two groups of data.

CHI-SQUARE TEST

Value Df Asymp. Sig. (2-sided) Pearson Chi-Square 8.371a 12 .755 Likelihood Ratio 9.820 12 .632 Linear-by-Linear Association .687 1 .407 No of Valid Cases 50 a. 19 cells (95.0%) have expected count less than 5. The minimum expected count is .90. Interpretation: Since 8.371

Type of Cosmetic

S.No	Types	Percentage	Cumulative
1	Branded	25	25
2	Non-Branded	55	80
3	No Idea	20	100

Inference: Traditional method of using the cosmetics like turmeric powder various flour etc has lost its value due to many reasons as explained by the consumers like time consuming, showing late result, tedious etc and therefore maximum 60(92%) of the respondents are using branded cosmetic products for their good lookout of 130 respondents questioned.

Occupation Status of the Respondents

S.No	Termm	Percentage	Cumulative
1	Employed	33	33
2	House wife	19	52
3	Students	38	90
4	Others	10	100

Inference: Latest product in cosmetics has gained much value among all women irrespective of age and occupation due to its easy availability, best result and usage; therefore it is applied by every one. Here the table shows only the consumers using branded cosmetics and not the traditional one.

Findings

Price and Brand image of products are two majorly elected features affecting their preference for selecting a particular brand. Consumers tend to use latest type of cosmetics for many reasons against traditional ones. Majority of the customers are aware of the latest brand and its products through many social medias. Quality, brand and price are the main considerations for which women may switch from one brand to another brand. Employment status was significant at 5% probability level and positively related to consumers' preference for cosmetics.

This indicates that preference for cosmetics products will increase with an increase in employment. Thus, as people get gainfully employed, they become more disposed to spend on their desired cosmetics products than their unemployed counterparts. There was a statistical significant relationship between price and product with brand preference at 0.05 significant level. Almost 58% of the respondents felt price was at a medium level and 29% as low as per their perception irrespective of the brand.

Conclusion

There is a need for organizations to first conduct extensive research in effectively understanding the preference behaviors of consumers. Such marketing research will go a long way in revealing the major demographic and other variables that have greater and stronger effects on brand preference for products. Therefore, there is a need to understand the important roles

of each cosmetic product attribute i.e. price, quality, packaging, shelf life, fragrance, active ingredients used, and availability in order to enhance brand appeal. Thus it is high time that marketers and manufacturers realize, understand and recognize women as a lucrative segment and start developing concepts and create branded products that are women centric, which reap high growth potential. Price can be as a reason for women to turn them brand loyal. Quality of a beauty care product is the main feature which women consumer turns brand loyal. The high quality of the cosmetics helps to build the confidence of target customers and convince them to use them. Customers tend to be concerned with the quality of makeup products before deciding to purchase them. Thus, cosmetic firms should concentrate on quality control measures including improving the products consistently so as to remain competitive.

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